



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Michael O. Sznajstajler
Chairman
Quanita May
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Thursday, October 28, 2021 8:00 a.m.
Conference Room 149-B

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: August 26, 2021
 - b. Special Meeting: September 3, 2021
 - c. Special Meeting: September 22, 2021
4. **Reports & Presentations**
 - a. Public Safety Update
 - b. Marketing Presentation
 - c. Events Update
 - d. Farmers' Market Update
 - e. Monthly Financial Report
 - f. Downtown Projects Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**



SEPTEMBER – OCTOBER DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, October 21, 2021

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 9 0 4 . 2 8 5 . 5 6 6 9

W StrikeGold.com

SEPTEMBER – OCTOBER DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, October 21, 2021

A Brief Introduction

The following is an overview of the key marketing activities provided and being provided for the Downtown Development Authority (DDA) for the benefit of The City of Daytona Beach in September and October 2021 to date.

Should you have any questions regarding this update, please let us know.

Advertising

- GOLD created, negotiated, and placed Google Search and Display advertising and Facebook advertising to promote special downtown area events, the Farmers' Market, and the "Open For Business" page on the Riverfront Shops of Daytona Beach website. Ad placement was largely based on audience behaviors, demography, geography, interests, and past engagement success;
- GOLD continuously updated the online retargeting campaign to reach customers and prospects actively investigating shopping, dining, and/or entertainment venues and activities; and
- GOLD specifically created online advertising to promote the new Food Truck events, October Wine Walk, Oktoberfest, Farmers' Market Fall Festival, and the Halifax Art Festival (Nov. 6-7).

Analytics

- GOLD compiled, analyzed, prepared, and reported monthly online engagement from customers and prospects, with the goal being to steadily increase key performance measures month-over-month, and year-over-year. In short, September and October (*to date*) were very successful in terms of growing prospect and customer engagement. (*Please find the Analytics Report provided separately.*)

Collateral Material

- GOLD updated the Kiosk Poster with the current special events in September, and is updating it again in October;
- GOLD is working with the City to update the merchants listed on the Kiosk Directory Map; and
- GOLD is creating a Halifax Art Festival insert for the rack brochures and to use as an event handout.

SEPTEMBER – OCTOBER DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, October 21, 2021

E-Marketing

- GOLD wrote, designed, programmed, and distributed regular merchant and customer e-blasts, primarily to announce and promote special events; and
- GOLD created a special merchant e-blast in September requesting that merchants update their listings, and is creating another such e-blast in October.

Farmers' Market Marketing

- GOLD created, negotiated, and placed online ads to promote with Market each week, prepared press releases and e-blasts for special events there, and included Market messaging in all online and offline advertising, promotion, web, and marketing materials for the Riverfront Shops.

Public & Media Relations

- GOLD wrote and distributed press releases regarding special events, plus negotiated placement with key media outlets; and

Research & Strategic Planning

- GOLD prepared a draft of the in-depth 2021-2022 Strategic Marketing Plan, which highlights marketing conversion and the tactics required to grow prospect trial and customer frequency of visit. This plan was based on primary statistical research among Downtown merchants, customers, and prospects; and
- GOLD is developing new multi-media campaign concepts and graphics for testing, based on the Strategic Marketing Plan.

Tactical Planning

- GOLD monitored the DDA Tactical Plan and marketing budget weekly, plus presented plan updates to the DDA Board monthly; and
- GOLD is developing a new Tactical Plan for FY 2021-2022 for DDA Board Member consideration.

Website

- GOLD has continuously updated the special events on the Home Page and Calendar of Events. Merchant information is updated as received on the “Open For Business” page, the Merchant listing, and Discount Program Partners’ page; and
- GOLD optimizes the website on a routine basis.

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DAYTONA BEACH DDA

SEPTEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Monday, October 18, 2021

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 9 0 4 . 2 8 5 . 5 6 6 9

W StrikeGold.com

DAYTONA BEACH DDA

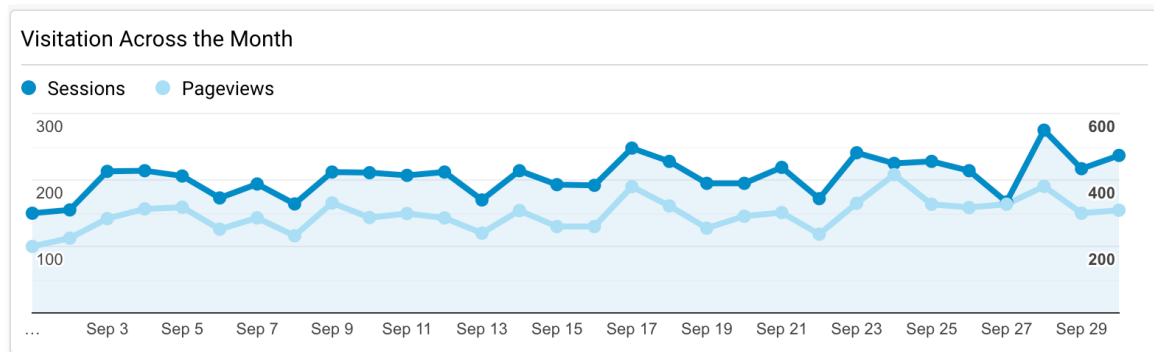
SEPTEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Monday, October 18, 2021

Overall Traffic

The Riverfront Shops continued to engage large numbers of online visitors in September 2021. Overall, the website in August 2021 had 6,141 sessions and 8,875 pageviews (*down somewhat from the previous month*).

WEBSITE VISITATION TRENDLINE



The above chart shows that traffic was relatively even across the month.

TOP PAGES

Most Viewed Pages

Page	Pageviews
/open-for-business/	2,950
/	1,473
/shopping/	374
/farmers-market/	356
/dining/	267
/events/	238
/brochures-and-maps/	218
/organizer/daytona-beach-downtown-farmers-market/	167
/attractions/	130
/discount-card/	69

The “Open for Business” page (which features merchant listings), Home page, and the Shopping and Farmers’ Market pages were the most visited overall in September. (/ = Home page.)

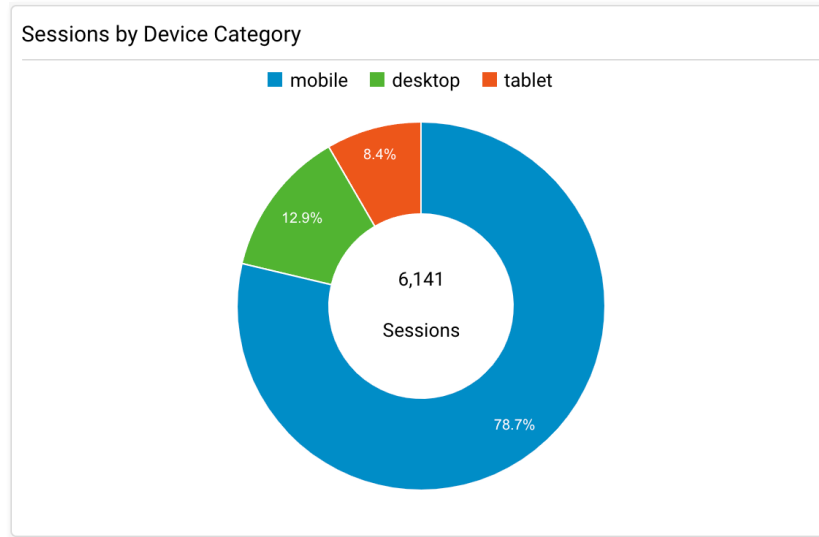
DAYTONA BEACH DDA

SEPTEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Monday, October 18, 2021

Overall Traffic *(Continued)*

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in September.

KEY TRAFFIC SOURCES

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	3,393
(direct) / (none)	863
google / organic	745
facebook_ads / cpc	728
daytonabeach.com / referral	116
codb.us / referral	100
bing / organic	34
l.facebook.com / referral	30
mailchimp / email	21
facebook.com / referral	18

Google advertising and direct traffic were the largest traffic sources, followed by Google organic search and Facebook advertising.

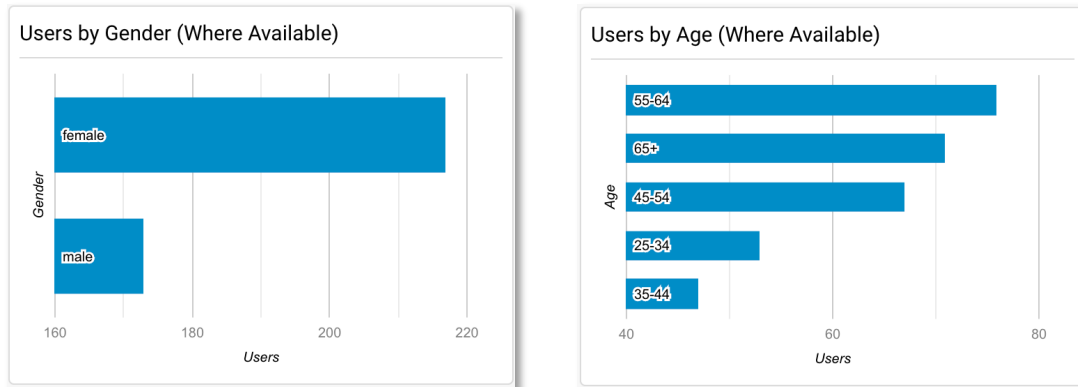
DAYTONA BEACH DDA

SEPTEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Monday, October 18, 2021

Overall Traffic (Continued)

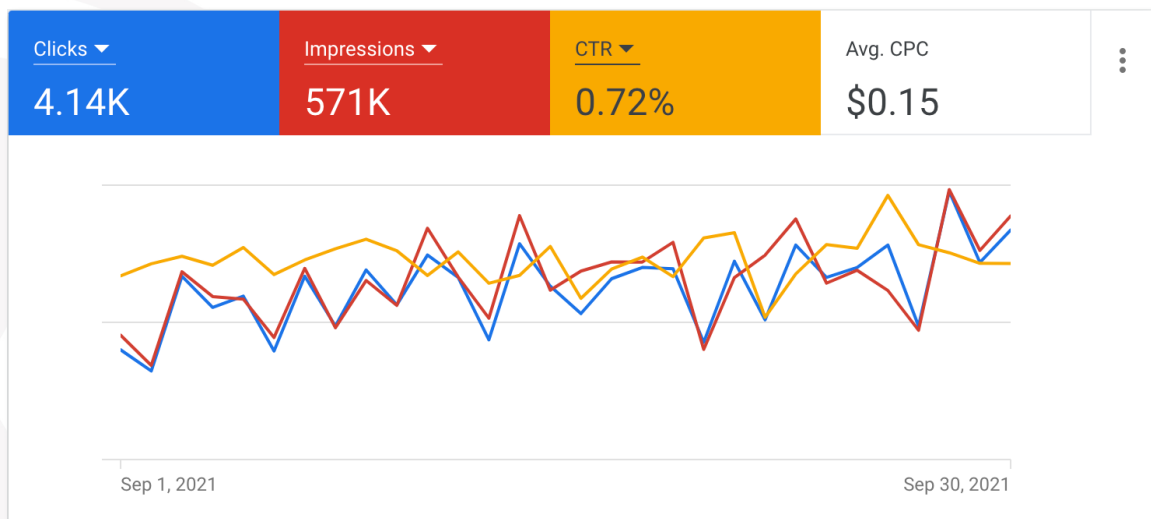
DEMOGRAPHICS AND GENDER



Where demographic information was available, site visitors were overwhelmingly women, with the largest age groups being 55-64, 65+, and 45-54.

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign in September 2021 generated 4,136 clicks. (This included 466 clicks for the Farmers' Market.) Popular Riverfront Shops search advertising keywords included "Restaurants," "Restaurants in Daytona Beach," "Daytona Beach Shopping" and "Daytona Beach." Popular Farmers' Market keywords included "Daytona Farmers Market" and "Daytona Beach Market." However, the majority of clicks came from display advertising.

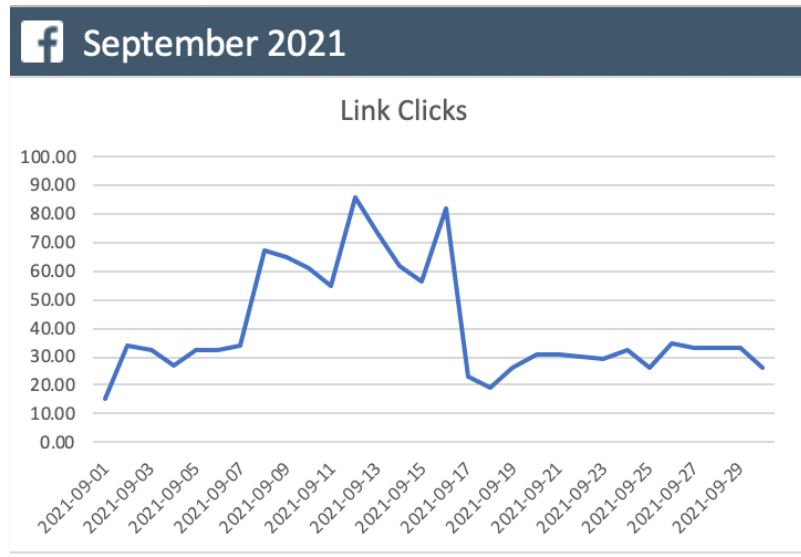
DAYTONA BEACH DDA

SEPTEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Monday, October 18, 2021

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in September 2021 generated a total of 1,220 total link clicks, including 162 clicks for the Farmers' Market. Clicks were at the highest level in the lead up to September's Food Truck Rally, as additional advertising ran during this time to promote the event. The event promotion advertising for the September Food Truck Rally had 517 responses (combined paid and organic responses for the event totaled 1,489 on the Riverfront Shops page).

The Riverfront Shops page had 13,652 "likes" at the end of September 2021, and the Farmers' Market page had 2,950 "likes" (a modest increase for both).

THE CITY OF DAYTONA BEACH DDA



CONTENTS

1. September-October Report Questions & Answers
2. Strategic Marketing Plan Questions & Answers
3. New Fiscal Year Initiatives



G O L D
Marketing Communications

2. STRATEGIC MARKETING PLAN



- Questions and Answers



3. NEW FISCAL YEAR INITIATIVES

MARKETING BUDGET – General Services

2020 - 2021

- *Supplies/Printing* = \$600
- *Technical Services* = \$800
- *Agency Services* = \$45,000

Total = \$46,400

2021 - 2022*

- \$750*
- \$850*
- \$39,000*

Total = \$40,600

**NOTE: Includes more Kiosk posters, higher subscription fees, and lower agency fees.*

3. NEW FISCAL YEAR INITIATIVES

MARKETING BUDGET – General Media

2020 - 2021

- *Online* = \$7,600
- *Social Media* = \$7,964
- *Broadcast* = \$6,750
- *Print* = \$7,586
- *Brochures* = \$5,352

Total = \$33,252

2021 - 2022*

- \$9,500*
- \$9,500*
- \$12,500*
- \$8,500*
- \$12,600*

Total = \$52,600

**NOTE: Includes higher media costs, new production, and more brochures with inserts.*

3. NEW FISCAL YEAR INITIATIVES

MARKETING BUDGET – Special Events

2020 - 2021

- *Producer Fees, Expenses and Promotion = \$39,000*

2021 - 2022*

- *Producer Fees, Expenses and Promotion = \$65,000*

**NOTE: Includes more frequent and larger events.*

3. NEW FISCAL YEAR INITIATIVES

MARKETING BUDGET – Farmers' Market

2020 - 2021

- *Online Media* = \$2,547
- *Social Media* = \$3,300
- *Databases* = \$2,385

Total = \$8,232

2021 - 2022*

\$2,600
\$3,300
\$2,100

Total = \$8,000

**NOTE: Database budget includes special collateral and B2B marketing expenses.*

3. NEW FISCAL YEAR INITIATIVES

MARKETING BUDGET – Recap

2021 - 2022

- *Online Media* = \$40,600
- *General Media* = \$52,600
- *Special Events* = \$65,000
- *Farmers' Market* = \$8,000

*Total = \$166,200**



**NOTE: To be approved by the DDA Board.*

3. NEW FISCAL YEAR INITIATIVES

NEW CAMPAIGN CONCEPTS

To be Completed by the Next Board Meeting:

1. Interview Opt-In Merchants
2. Develop Campaign Alternatives
3. Evaluate Using Statistical Research*
4. Present Findings to DDA Board



**NOTE: Research to be conducted among merchants, customers and prospects.*

THANK YOU FOR YOUR BUSINESS



G O L D

Marketing Communications



Vendor Recruitment:

Have a new plant vendor to start 1st of September. Have a mini donut guy looking to do every other Saturday waiting for his info this week.

Vendor Activity:

Yanni- Has been sick per his wife and she is unsure if he will be healthy enough for next Saturday

Obsession Deserts-will be present next week

Wicked Southern (New vendor)- will be present next week

Spicycle-will be present next week

Elie's Meat Pies-Will be present next week

Tomazin Fresh Farm-Will be present next week

Weatherholtz Honey- To return on 9/4 (Had surgery)

Discount Groceries- To return on 9/11 (Went to NY to visit mother)

Natural Springs Dairy- Is working on getting staff to substitute Patrick (Patrick visiting sick mother in Michigan and will be there with her until her passing)

VapourJuice- still waiting to hear back from

Kates Jumbo Shrimp-still waiting to hear back from

Grateful Creations-Still waiting to hear back from (Lori, Tye Dye lady)

Native Pride-Still waiting to hear back from (Jeremiah)

Homestead Sandbox- Took off to be with son and his baseball games on Saturdays, will get a return date

Events/Promotions:

Bridgette will be playing next weekend.

August 28**Market Summary:**

Melanie was out with illness. Reed managed Market in her absence. Heavy rains overnight from Hurricane Ida ended about 7:30 am. Light rain until 9am. Weather cloudy and humid for rest of day. Seven vendors total for day reduced to five by 10am.

Vendor Recruitment:

N/A.

Vendor Activity:

Yanni brought large amounts of fruits and vegetables. Natural Springs Dairy also brought more produce. Pictures of fruits and vegetables sent out live by Melanie on social media.

Events/Promotions:

There was no music.

September 4

Market Summary:

Market was a hot day. Vendors light and foot traffic light as many still out on vacation. Bridgette played from 9am-11:30pm. Preacher was present the entire day from 9m-Noon. No produce today except for Huck.

Vendor Recruitment:

Direly needing produce to turn the market around! Have a custom Apple Watch bands producer coming Oct 16th (signed up this week). Gave application to a possible Jerk chicken vendor.

Vendor Activity:

Many vendors out on vacation until next week. Yanni came right at noon with produce when market was closed.

Events/Promotions:

Bridgette will be playing next weekend.

September 11

Market Summary:

Overcast all day. More vendors came back today. Foot traffic picking up a bit more today. Still awaiting General Discount Groceries' return. (Rain scared him away). Customers still asking about produce. Bridgette came to play from 9:30am. No preacher present today. New market rules up and being enforced! The SNAP EBT program was down today due to iPad malfunction (have a repair scheduled before next Saturday). Had to turn away only one customer requesting SNAP. Had construction company across Beach Street with heavy activity and was warned early by them of possible dirt flying; no dirt problem and workers were kind enough to let us know.

Vendor Recruitment:

Old vendor started back up, Palomos Crafts.

Vendor Activity:

More vendors showed up today. A few packed up a bit early (about 15 mins).

Events/Promotions:

Bridgette will be playing next weekend.

September 18

Market Summary:

Weather was great today. Market was light in vendors as many are out. Bridgette will be out the next couple of weeks and was not present today. Preacher showed up around 9am and stay the remainder of the Market. At one point, he was representing he was part of the Market inside Market boundaries and was asked to refrain from doing so again.

Vendor Recruitment:

Re-visiting old vendors to touch base with them and buy them into the idea of returning to the market on grounds that we obtain a reliable produce vendor. Flyers to be distributed Tuesday morning 9/21 regarding search for produce vendors.

Vendor Activity:

Discount groceries will return on 9/25. Native Pride will return 1st of November (Jeremiah)

Events/Promotions:

Next even to be planned will be the Fall festivities and pumpkin giveaway. We want to incorporate new extended time to 1pm starting November 6th as well as a possible trick or treat event and costume contest.

September 25

No report



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

August and September 2021

by Melanie John, Market Manager

August 7

Market Summary:

The day was hot and many vendors on vacation for the month. Condensed market and placed everyone together. Bridgette was out of town so ran speaker. Preacher came from about 8:30a-9:30a. Traffic was light however picked up around 10am.

Vendor Recruitment:

New vendor to start next weekend, custom cups, did not start last weekend.

Vendor Activity:

Many vendors out on vacation for the month such as Huck, Discount Groceries, and Weatherholtz Honey. Bridgette out of town as well.

Events/Promotions:

Bridgette will be playing next weekend.

August 14

Market Summary:

The day was hot and rainy. Rained for about 20 mins however scattered clouds everywhere. Many vendors out as rain scared many away. Bridgette played from 9am-11:30am with light setup (Equipment could get wet). No preacher was present. Traffic flow was light as well.

Vendor Recruitment:

Have a new plant vendor to start 1st of September. Also gave application to a prospective vendor wanting to do arts and crafts. Produce vendors are needed and a continued search is ongoing.

Vendor Activity:

No Yanni today even though I called and he said he was coming. Many vendors on vacation this month.

Events/Promotions:

Bridgette will be playing next weekend.

August 21

Market Summary:

Very bad day in vendor turn out. Only 3 vendors showed up. Huck and Greg sold out by 10am and they left leaving only one vendor. Had to pull plug early as it was damaging for future traffic flow. Cancelled music. Preacher came but not for long as he saw few people.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: October 22, 2021
TO: Downtown Development Authority Board Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through October 20, 2021.

General Activities			
Revenues	Projection	Received to Date As of 10/20/21	Balance
Ad Valorem	\$ 173,662	\$ -	\$ 173,662.00
Delinquent Ad Valorem	\$ -	\$ -	\$ -
Downtown CRA Payment	\$ 101,059	\$ -	\$ 101,059.00
Interest	\$ 16	\$ -	\$ 16.00
Total	\$ 274,737	\$ -	\$ 274,737.00
Line Item	Appropriation	Spent to Date As of 10/20/21	Balance
Professional Services	\$ 39,000	\$ -	\$ 39,000.00
Care and Subsistence	\$ 350	\$ -	\$ 350.00
Advertising	\$ 52,628	\$ 1,306.80	\$ 51,321.20
Events Promotion	\$ 6,000	\$ -	\$ 6,000.00
Supplies	\$ 2,000	\$ -	\$ 2,000.00
Memberships	\$ 200	\$ -	\$ 200.00
Downtown CRA Payment	\$ 101,059	\$ -	\$ 101,059.00
Contingency	\$ 3,500	\$ -	\$ 3,500.00
Total	\$ 204,737	\$ 1,306.80	\$ 203,430.20

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 10/20/21	Balance
Vendor Revenue	\$ 25,000	\$ 147.00	\$ 24,853.00
Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 5,000	\$ -	\$ 5,000.00
Total	\$ 35,000	\$ 147.00	\$ 34,853.00
Expenses	Appropriation	Spent to Date As of 10/20/21	Balance
Market Manager	\$ 18,000	\$ -	\$ 18,000.00
Liability Insurance	\$ 1,500	\$ -	\$ 1,500.00
Marketing	\$ 8,000	\$ -	\$ 8,000.00
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000	\$ -	\$ 5,000.00
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 1,000	\$ 100.00	\$ 900.00
Total	\$ 35,000	\$ 100.00	\$ 34,900.00
Profit/Loss		\$ 47.00	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 10/20/21	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 10/20/21	Balance
Event Promotion	\$ 70,000	\$ 5,000.00	\$ 65,000.00
Total	\$ 70,000	\$ 5,000.00	\$ 65,000.00
Profit/Loss		\$ (5,000.00)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 309,737	\$ 147	\$ 309,590
Total DDA Expenditures	\$ 309,737	\$ 6,407	\$ 303,330
Balance	\$ -	\$ (6,260)	\$ 6,260
Reserves	\$ 39,968	\$ -	\$ 39,968